

YOU  
ASKED  
FOR  
IT...  
WE  
LISTENED.

You wanted a word processor you could customize to make it work your way. You wanted Turbo speed. You wanted a word processor that would never ever lose a file; a word processor that could act like other word processors. You wanted a word processor that wasn't \$400, \$500, or \$600, and you got it—because here's Sprint.\* It gives you all of the above—and more—at a special price of only \$99.95.

### THE AGE OF CUSTOMIZATION IS HERE—LED BY SPRINT

You can use Sprint as is and be very happy with the way everything



works for you—or you can easily customize Sprint to do things your way.

It's a completely customizable word processor that for example, lets you re-define keys, delete menu items, make your own shortcuts, invent your own menus and use Sprint's online facility to create your own quick reference cards.

You're given the customizing power to avoid pop-up menus altogether—if that's the way you like to work. Sprint can be completely function-key-driven and while Sprint's function key assignments are logically defined, they're easy to alter.

### WHY WALK WHEN YOU CAN SPRINT!

Sprint is fast. It scrolls fast, edits fast, switches between files fast, offers fast shortcuts and proves that the slow way is no way. You can work on up to 24 files at once, divide your screen into as many as 6 windows and never miss a beat because Sprint



remembers exactly which file you were working on last.

Because Sprint brings you the speed you're used to with Turbo Pascal® and Turbo C,® it never wastes your time, and true Turbo-performance is finally available in a text editor. (To see just how much faster Sprint works for you, check out the comparative time tests on this page.)

### SPRINT GIVES YOU 6 OPTIONAL INTERFACES INCLUDING EMACS

The customizing you choose to do is Sprint's theme and there are 6 others. We give you free (for a



SEE  
HOW  
FAST  
YOU  
CAN  
SPRINT!

	Save File <sup>1</sup>	Top to Bottom <sup>2</sup>	Go To Line 1500	Search & Replace <sup>3</sup>	Find Unique Word
<b>Sprint 1.0</b>	5.9	.1	.1	1.6	3.3
WordPerfect 4.2	41.1	5.3	5.4	6.6	6.2
WordStar 4.0	4.4	4.6	4.7	17.1	13.8
Microsoft Word 4.0	9.7	.1	N/A	4.6	7.0
DisplayWrite 4.0	9.3	.2	N/A	7.3	5.8

Tests were performed on a Multitech 286 AT (8 MHz), 640K RAM. <sup>1</sup>file size 103K. <sup>2</sup>1636 lines. <sup>3</sup>14 occurrences. Times shown are in seconds.

limited time) Alternative User Interfaces for EMACS, WordStar,® Microsoft® Word, MultiMate,® WordPerfect® and SideKick.®

You also get file conversions for Microsoft Word, WordPerfect, MultiMate, Wordstar, and DisplayWrite® 4 (DCA RFT).

Sprint lets you use EGA and VGA cards for 43- or 50-line display; it directly reads ASCII files without conversion and saves files with hard carriage returns for electronic mail. You're given a built-in compiler with a syntax similar to C; separate source files; an extensive macro language; the ability to call DOS functions and much, much more.

### “AUTO-SAVE” MEANS YOU’LL NEVER LOSE YOUR WORK WHEN YOU SPRINT!

Forgetting to “Save” is a fact of life as are power outages, and it used to be that a power outage could wipe out everything you’ve done. Not any more. Your work is always safe when you Sprint.

Sprint's “Auto-Save” automatically saves your words as you type, so if the lights do go out, you may be in deep darkness but not deep trouble. Sprint's AutoSave is more than “insurance,” it's also invisible. You know it's there, but it does its job without interrupting yours.

Minimum System Requirements: DOS version: For the IBM PS/2 and the IBM family of personal computers and all 100% compatibles. Requires PC-DOS (MS-DOS®) 2.0 or later, 256K memory (384K recommended), and two floppy drives or a hard disk.

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## SPRINT FEATURE HIGHLIGHTS



TAKE THE  
FAST TRACK  
NOW FOR  
JUST  
\$99.95!

- Automatically saves without interrupting your work
- Completely customizable
- Spelling correction with 100,000-word dictionary; verify as you type option
- Sophisticated formatting capabilities

### SPRINT ALSO FEATURES:

- File management
- Files open: up to 24 at once
- Footnotes and endnotes automatically
- Glossary
- Headers and footers (multiple line)
- Help: context-sensitive plus topic index
- Hyphenation
- Import and export files: ASCII with line breaks, DisplayWrite 4 (DCA RFT), Microsoft Word, MultiMate, WordPerfect, WordStar
- Indexing
- Kerning and ligatures automatically
- Keyboard customizable
- Line drawing
- Macros
- Mail merge
- Mouse support (integrated)
- Multiple columns
- On-screen bolding, centering, and underlining
- Page numbers automatically
- Preview to screen
- Paragraph numbering
- Placemarks
- Sorting
- Split screen: up to six windows
- Style sheets
- Superscripts/subscripts
- Quick reference card (dynamic)
- Thesaurus: 220,000 synonyms
- Widow/orphan control

ADDRESS CORRECTION REQUESTED

**\$99.95 SPECIAL OFFER!**

**SPRINT**  
THE PROFESSIONAL WORD PROCESSOR

INTRODUCING

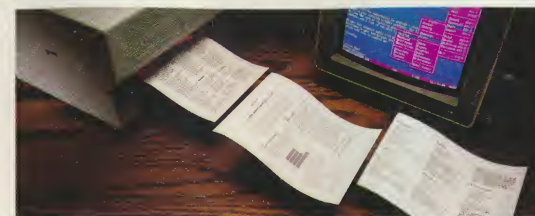
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# SEE HOW GOOD SPRINT LOOKS ON PAPER

Whether you're writing a simple memo or a complex marketing plan, Sprint helps you format it like a professional. Lay out your pages with snaking text and parallel columns. Structure your document with headings, tables of contents, figures, cross references, footnotes and more. Enjoy extensive PostScript support. Incorporate Encapsulated PostScript Graphics (EPS) files. Even draw lines and boxes to highlight important information.

Sprint handles any font your printer can and supports typographic functions like word spacing, automatic kerning, and ligatures.

And Sprint fully supports more than 350 different printers, including all the popular laser printers and even typesetters.



Chapter Heading

Scalable Font

Box Drawing

Section Heading

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Automatic Table-Referencing

Footnote Capability

Page Footing

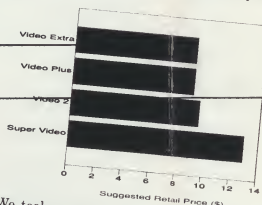
## Section 5

### SALES AND MARKETING PLAN

*During the last few years our market share has increased, despite increased competition. To maintain our widening lead, we will soon be announcing Oceanic Music's "Video 2" which is visually and technically superior to all other market entries and priced below all but the cheapest entries. The new product will be announced in New York's World Trade Center (see page 14).*

#### 5.1 New Pricing for Video 2

Video 2 will be priced competitively. Its price will be 10% below the top selling competition, Super Video, but slightly more than two other similar products. Video 2 is clearly a better product than all of its competition. The following charts compares competitive prices:<sup>1</sup>



We took a random sampling<sup>2</sup> of one hundred consumers in each of our four sales regions. We then averaged the numbers to get the maximum price point (see Table 5.1). The suggested price for Video 2 is below all maximum price points.

Region	Maximum Price Point	Margin
Northeast	\$21.92/tape	\$ 9.50
South	\$23.49/tape	11.00
Midwest	\$24.79/tape	12.30
West	\$23.24/tape	10.75

<sup>1</sup> The prices indicated are all manufacturer's suggested retail price as of Jan. 1, 1988.  
<sup>2</sup> The poll was conducted by our Market Research Group. The complete results of the poll are listed in Appendix A.

#### 5.2 Marketing Tools

In order to maintain an increasing market share with Video 2, we need to arrange the following sales pieces/promotions:

■ **New Product Collateral.** We will send new sales literature about Video 2 to all the major music chains and music stores along with free demo tapes. The literature should include the following:

1. **Identification of the new improvements.** Describe Video 2's new features in detail.
2. **Uses for the product.** The recommended uses and benefits of Video 2 need to be spelled out clearly. (This will also be incorporated into a featured piece for the *Monthly Bulletin to Music Chains*.) List benefits to the consumer as well as a price comparison against other similar products.
3. **In-store marketing of product.** Show how Video 2's new display rack will fit neatly at the end of an aisle or as part of an existing shelf display. Dealers will be able to order the product on extended terms, and return sales of Video 2 do not exceed their sales of the original Video 1.

■ **Trial Offer.** The new, improved Video 2 will be available initially as a "Take the Video 2 Test" offer.

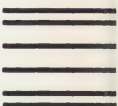
■ **New Co-op Advertising Program.** This new program will emphasize the new, collaborative policy of the company, and the new product line.

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\_\_\_\_\_



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## SPRINT INTO AN INCREDIBLE INTRODUCTORY OFFER!

If you're a registered owner of any Borland product, you can get one copy of Sprint direct from Borland for the special introductory price of just \$99.95—half the suggested retail price!

To order your Sprint, call us toll-free today to charge by phone. Or fill out this coupon and send it with your payment in the postage-paid envelope provided.

Whether you order by phone or mail, be sure to include your customer number (from the mailing label) and the code DSPO.

CALL (800) 543-7543



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	Suggested Retail	Introductory Price
SPRINT	\$199.95	\$99.95

CA and MA residents  
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(Continental U.S. \$ 5.00 Alaska, Hawaii and Canada \$10.00)

Total amount enclosed \_\_\_\_\_

Please specify one diskette size: ☐ 5¼" or ☐ 3½"

Method of payment: ☐ Visa ☐ MC ☐ Check ☐ Bank draft

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Name as it appears on card

Offer limited to one per registered customer. Good through September 30, 1988. Mail orders must be postmarked by September 30, 1988. Not good with any other offer from Borland. Offer good in US and Canada only. CODs and purchase orders will not be accepted. Please allow four to six weeks for delivery.

\*Must be included to process order.

Prices and specifications subject to change without notice.